MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMR 2024 UNDERSTANDING CONSUMERS

(All sections / Groups)

8 October 2016
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages with 5 Questions only.

2. Attempt **FOUR (4)** out of **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Short Essay
Answer any **FOUR (4)** questions only.

Question 1

a) Being a junior entrepreneur in the competitive market, you are aware on the importance of customer retention. In the consumer behaviour perspective, how to build an effective customer retention? Explain in details.

(20 marks)

b) The concept of *'dogmatism'* has been introduced in the consumer behaviour study. Explain the concept briefly. (5 marks)

(Total: 25 marks)

Question 2

a) You have been chosen to lead a marketing team for a newly built entertainment theme park branded as *Asiajoy* in Malaysia. Your CEO requires you to evaluate the visitors' possible risk prior to visiting the theme park in order to create the best marketing communication. Advice your CEO with **FOUR (4)** methods on how to reduce the visitors' perceived risk related to their potential travel experience in the theme park.

(20 marks)

b) Many consumer studies have investigated the relationship between the effectiveness of the messages and the endorsers they feature. In your opinion, why endorsers and marketing messages is essential? Provide **ONE (1)** justification. (5 marks)

(Total: 25 marks)

Question 3

a) Decision rules are procedures that consumers use to facilitate brands and other consumption-related choices. Elaborate any **THREE (3)** decision rules that can be applied by the consumers to reduce the burden of making complex decisions.

(15 marks)

b) A marketer can manage the brand by applying the concept of *'product line'* and *'product form'* extensions. Define and give one example of each of the extension.

(10 marks)

(Total: 25 marks)

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Question 4

a) The consumer behaviour researchers constructed several models that explain how attitudes affect behaviour. One of them is the *Tri-Component Attitude Model.* Explain this attitude model in details. (15 marks)

b) Some marketers target the fixated consumers as their niche market due to the *'80/20 principle'* profitability. In your opinion, why fixated consumers can be a potential market segment? (10 marks)

(Total: 25 marks)

Question 5

a) In addition to language and symbols, cultures include rituals too. What is ritual? Explain why ritualistic behaviour is important to marketers. (13 marks)

b) It is arguable among the consumer behaviour scholars that narrowcasting would be appropriate communication channel compare to broadcasting. In your opinion, what arguments permit the marketers to apply this new media effectively? Provide **FOUR (4)** arguments in details. (12 marks)

(Total : 25 marks)

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